

ABSTRACT

An advertising and promotion system including an electronic shopping cart display screen that provides wireless in-store advertising and promotions. In embodiments of the present invention, the advertising and promotion system includes a display unit attached to a shopping cart, a plurality of store-wide transceiver units, an audible alert component on the display unit for signaling receipt of information from the transceiver unit, a host computer for operating the advertising and promotion system, and a battery charger for powering the display unit. The display unit includes a liquid crystal display ("LCD") panel for displaying animated graphic advertisements and other visual messages automatically exhibited in the proximity of a transceiver unit by a desired product display. The display unit may be interactive (i.e., capable of responding to user information requests and directions) or passive (i.e., only requiring the shopper to push the cart down the aisle where it will automatically receive a signal and alert the shopper to promotions and advertised specials).

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